

**GAMBARAN KEPUASAN KLIEN TERHADAP MUTU PELAYANAN
KESEHATAN DI POLIKLINIK UNIVERSITAS PENDIDIKAN
INDONESIA**

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ABSTRAK

Poliklinik adalah salah satu unit pelayanan masyarakat yang bergerak pada bidang kesehatan. Poliklinik UPI didirikan terutama untuk melayani kebutuhan kesehatan mahasiswa, dosen, dan karyawan UPI. Poliklinik UPI diharapkan menjadi ujung tombak dalam meningkatkan derajat kesehatan warga UPI dan masyarakat pengguna. Oleh karena itu perlu adanya upaya evaluasi dalam pelaksanaan pelayanan kesehatan sehingga target capaian mutu Poliklinik Universitas Pendidikan Indonesia dapat memenuhi standar. Penelitian ini bertujuan untuk mengetahui gambaran kepuasan klien terhadap mutu pelayanan kesehatan di poliklinik Universitas Pendidikan Indonesia yang dinilai dari lima indikator. Penelitian ini merupakan penelitian deskriptif dengan jumlah sampel 91 orang dari populasi 1000 pasien. Sampel penelitian adalah pasien yang berobat atau berkunjung ke Poliklinik UPI. Pengumpulan data dilakukan dengan menggunakan kuesioner yang terdiri dari 25 pernyataan dengan 5 dimensi dan menggunakan skala diferensial semantik. Hasil penelitian menunjukkan bahwa kepuasan klien terhadap mutu pelayanan kesehatan di Poliklinik Universitas Pendidikan Indonesia sebagian besar merasa sangat puas dengan rata-rata persentase 5,30 %. Diharapkan dengan tingginya kepuasan klien terhadap mutu pelayanan kesehatan di Poliklinik UPI dapat lebih meningkatkan kualitas pelayanan.

Kata Kunci: Kepuasan, Mutu Pelayanan kesehatan, Poliklinik UPI

CUSTOMER SATISFACTION ON MEDICAL SERVICE QUALITY OF MEDICAL CLINIC AT INDONESIA UNIVERSITY OF EDUCATION

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ABSTRACT

Medical clinic is one of the community service units, which operate in medical section. The medical clinic at Indonesia University of Education was established to serve the needs of college students, lecturers, and college administrators. It is expected that the medical clinic can be the frontline to improve college communities' and customers' health level. Therefore, it is highly needed to evaluate the health service process, so that the standardized quality target of medical clinic at Indonesia University of Education can be achieved. This research aims to discover customers' satisfaction on medical service quality of the medical clinic at Indonesia University of Education that was assessed through five indicators. The current research is a descriptive research which involved 91 research samples among 1000 patients. The samples of this research were people who wanted to get medical treatment or visited the clinic. The data were collected by utilizing questionnaire, which consisted of 25 question items with five dimensions by using semantic differential. The findings show that customers' satisfaction on medical service quality of the medical clinic at Indonesia University of Education was mostly very satisfied with the percentage of 5.30%. It is expected that with the high percentage of customer satisfaction on medical service quality at the medical clinic of Indonesia University of Education, the clinic can improve its service quality.

Key Words: Satisfaction, Medical Service Quality, Medical Clinic at Indonesia University of Education